## **ORDER**

Order / Rev: Orders 06829900 Alt Order #: Product Desc: HELLER FOR SENATE Estimate: Flight Dates: 08/29/12 - 09/04/12 Primary AE: Amy McCreary Original Date / Rev: 06/26/12 / 09/07/12 Sales Office: BLPHI GENERAL Order Type: Sales Region: National Name: Agency Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC01 Order Separation: 00:05:00 SELECT PRIORITY CODE Priority: Advertiser External ID:

BIII Plan			•	
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/04/12	50	\$36,425.00	\$30,961.25

## Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	50	\$36,425.00	\$30,961.25	0.00
Totals	50	\$36,425,00	\$30,961,25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	23%	\$36,425.00
Market	100%	\$158 369 57

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT'	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$57,013.04
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$28,506.52
KTUD	1%	\$1,583.70
KVVU	15%	\$23,755.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,085.87

Ln Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spot	ts	Rate Pri	Rtg Type S	pots	Amount
E 1 KSNV	/ 08/29/12	08/31/12	M-F 5-6a WakeUp v	w/Wa@M	5-6a	~-WTF	:30	3 5	\$400.001	0.00 NM	3	\$1,200.00
			M-F 5-6a WakeUp	w/Wagners								
NEWS	}											
<u>St</u>	art Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
Week: 08	3/27/12	09/02/12	WTF	3	\$400.00	0.00						

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Order / Rev:

103575

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#: Flight Dates: 06829900

08/29/12 - 09/04/12

Product Desc:

HELLER FOR SENATE

Estimate:

KSNÝ

NEWS   Sint Date   Color   Medical   Section	Ln Ch Star	t End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
New   Statistical   End Data   Weekdays   Social/Meek   Salt	E 1 KSNV 08/29	/12 08/31/12	•	_	5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
Saint Date   End Date   Weekdays   Social/Week   Fate   Retire   Saint Date   Weekdays   Social/Week   Saint Date   Sain	NEVA/S		M-F 5-6a WakeUp	w/Wagners								
March   Color   March   Colo		End Date	Weekdays S	pots/Week	Rate	Rating		•				
NEWS   Start Date   End Date   Wisekdays   Soots/Week   Rate   Rating   Week, 0907012   090901						<del></del>						
New   Staft Date   End Date   Meekdays   SnotsM/eek   Eate   Rating   Staft Date   Staft Only 08/29/12   OR9/09/12   MF - Gr-4 Wales Up w/Wagners   Staft Date	E 2 KSNV 09/03	/12 09/04/12		-	5-6a	MT	:30	2	\$400.001	0.00 NM	2	\$800.00
Start Date   End Date   Meskdays   SpotsMesk   Rate   Rating   New Year   Start Date   Start D	NEWC		M-F 5-6a WakeUp	w/Wagners								
Week		End Date	Weekdays S	Spots/Week	Rafe	Rating						
NEWS   Start Date   End Date   Meekdays   Spots/Week   Rate   Rating   Meek 082712   0900/21												
New   Start Date   End Date   Weekdays   SpotsWeek   Rate   Rating   Weekdays   SpotsWeek   Rate   Rating   SpotsWeek   Rate   SpotsWeek   SpotsWeek   Rate   SpotsWeek   SpotsWeek	E 3 KSNV 08/29	0/12 08/29/12	M-F 6-7a WakeUp v	w/Wa@M	6-7a	W	:30	1	\$700.001	0.00 NM	1	\$700.00
Start Cate   End Dete   Model/axa   Spots/Week   Rate   Spots   Spot	NEMO		M-F 6-7a WakeUp	w/Wagners								
Member   1987/11/2   1980/21		End Date	Maakdays 9	Snote/Maak	Pate	Patina						
E 4   KSNV 09/03/12 09/03/12   M-F 6-7a   WakeUp w/Wagners   M-F 0-7a   WakeUp w/Wagners   M-F 0-7a   MakeUp w/Wagners   M-F 0-7a   MakeUp w/Wagners   M-F 0-7a   MakeUp w/Wagners   M-F 0-7a   M-F 0-7a   MakeUp w/Wagners   M-F 0-7a   M-F 0-7				1								
N=FF - F-7a WakeUp wWagners   N=FF - F-7a WakeUp www.geners   N=FF - F-7a WakeUp ww.geners   N=FF - F	E 4 KSNV 09/03	3/12 09/03/12	M-F 6-7a WakeUp v	w/WaQM			:30	1	\$700.001	0.00 NM	1	\$700.00
Sist Date   End Date   Mesk days   New Product   1   1   1   1   1   1   1   1   1			M-F 6-7a WakeUp	w/Wagners								,
Week: 09/03/12   09/09/12   09/09/12   Today Show   Tod			Manhana C		D-4-	D-4'						
E 5 KSNV 09/04/12 09/04/12 17 dolsy Show				pots/vveek						ļ		
Today Show				CM		<del></del>	:30	1	\$1,400,001	0.00 NM	1	\$1.400.00
Signat   Date   Signat   Date   Signat   Date   Signat			•	• • • • • • • • • • • • • • • • • • • •	3334 34,	·	.00	·	Ψ1,-100.001	0.00 14,01		Ψ1,400,00
Week: 09/03/12		-										
E 6 KSNV 08/30/12 08/30/12 170day Show 70day 70day Show 70day 70day Show 70day 70day 70day 70day 70day 70day 7												
TODAY SHOW   Start Date   Weekdays   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week							.30	1	\$1.400.004	0.00 NM	4	<b>\$1.400.00</b>
Start Date   End Date   Weekdays   Spots/Week   Rate   Number   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Start	2 0 110111 00/00	712 00700712	,	OW	0000-00111	,	.50	'	φ1,400,001	U.OU INIVI	1	\$1,400.00
Week: 08/27/12	TODAY SHO	V	•									
E 7 KSNV 08/29/12 09/31/12												
Note   Food   Show   Show   Food   Show   Show   Show   Show   Show   Show   Show	de-						.20		<b>#E00.004</b>	0.00 NN4	0	<b>#4</b> 000 00
TODAY SHOW	E / NOINV UOIZE	112 00/31/12	·	SIG FUNI	9-10a	w-I	:30	2	\$500,001	U.UU NIVI	2	\$1,000.00
Week: 08/27/12   09/02/12   09/04/12   M-F Today Show II 3rd H0M   9-10a	TODAY SHO\	V II	,,						•			
E 8 KSNV 09/04/12 09/04/12 M-F Today Show II 3rd H0M Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/03/12 09/09/12 M-F Today Show III 4th B1M 10am-11am -T :30 2 \$325.001 0.00 NM 2 \$650.00 TODAY SHOW III Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 M-F Today Show III 4th B1M 10am-11amWTF :30 3 \$325.001 0.00 NM 3 \$975.00 TODAY SHOW III Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/27/12 09/02/12WTF 3 \$325.00 0.00												
M-F Today Show II	t											
TODAY SHOW II    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	E 8 KSNV 09/04	1/12 09/04/12		3rd HUM	9-10a	-T	:30	1	\$500.001	0.00 NM	1	\$500.00
Week: 09/03/12   09/09/12   09/09/12   09/04/12   09/09/12   09/04/12   M-F Today Show III 4th IBM   10am-11am   -T   :30   2 \$325.001   0.00 NM   2 \$650.00	TODAY SHO\	V II	Wei Today Offow II									
E 9 KSNV 09/03/12 09/04/12 M-F Today Show III 4th IBM 10am-11am -T :30 2 \$325.001 0.00 NM 7 Today 4th Hour    **TODAY SHOW III		End Date	Weekdays S	Spots/Week	Rate	Rating						
Today 4th Hour  TODAY SHOW III  Start Date Week: 09/03/12 08/31/12 09/09/12 -T 2 \$325.00 0.00  E 10 KSNV 08/29/12 08/31/12 M-F Today Show III 4th KIM 10am-11amWTF :30 3 \$325.001 0.00 NM 3 \$975.00  Today 4th Hour  TODAY SHOW III  Start Date End Date WeekdaysWTF 3 \$325.00 0.00  E 11 KSNV 08/30/12 08/31/12 Noon News CM 12-1230pmTF :30 2 \$425.001 0.00 NM 2 \$850.00  NEWS  Start Date WeekdaysWTF 2 \$425.00 0.00  E 12 KSNV 09/03/12 09/04/12 Noon News Noon News  NEWS  Start Date O9/02/12 Noon News Noon News Noon News Noon News  NEWS  Start Date Weekdays Spots/Week Rate Rating WeekdaysTF 2 \$425.00 0.00  E 12 KSNV 09/03/12 09/04/12 Noon News Noon			•	1						44		
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Today 4th Hour    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	h	-	<u> </u>	2	\$325.00	0.00	*					
TODAY SHOW III    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	E 10 KSNV 08/29	9/12 08/31/12	•	4th IBM	10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
Start Date   End Date   Weekdays   O9/02/12   O9/02/1	TODAY SHO	A/ III	loday 4th Hour									
Week: 08/27/12         09/02/12        WTF         3         \$325.00         0.00           E 11 KSNV 08/30/12 08/31/12         Noon News Noon News Noon News Noon News         CM 12-1230pm        TF         :30 2 \$425.001 0.00 NM         2 \$850.00 NM           NEWS         Start Date Week: 08/27/12 09/02/12         End Date Noon News News News News News News News News			Weekdays S	Spots/Week	Rate	Rating						
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NEWS    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	E11 KSNV 08/30	0/12 08/31/12		СМ	12-1230pm	TF	:30	2	\$425.001	0.00 NM	2	\$850.00
Start Date Week: 08/27/12         End Date 09/02/12         Weekdays TF         Spots/Week 2         Rate \$425.00         Rating 0.00           E 12 KSNV 09/03/12 09/04/12         Noon News Noon News         CM 12-1230pm         -T         :30 1 \$425.001 0.00 NM         1 \$425.001           NEWS News: 09/03/12 09/09/12 -T         Spots/Week Rate Rating Week: 09/03/12 09/09/12 -T         Rating Rating News	NEWS		Noon News									
Week: 08/27/12       09/02/12      TF       2       \$425.00       0.00         E 12 KSNV 09/03/12 09/04/12       Noon News Noon News Noon News Noon News Noon News       CM 12-1230pm -T       :30 1 \$425.001 0.00 NM       1 \$425.001 0.00 NM         NEWS       . Start Date Start Date Neek: 09/03/12 09/09/12 -T 1 \$425.00 0.00       Rate Rating Neek: 09/03/12 09/09/12 -T 1 \$425.00 0.00		e End Date	Weekdays S	Spots/Week	Rate	Rating						
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NEWS , <u>Start Date                                  </u>	E 12 KSNV 09/03	3/12 09/04/12		СМ	12-1230pm	-T	:30	1	\$425,001	0.00 NM	1	\$425.00
, <u>Start Date                                  </u>	NEWC		Noon News									
Week: 09/03/12 09/09/12 -T 1 \$425.00 0.00		e End Date	Weekdays S	aal/Alaak	Rate	Rating						
			•	1								
	E13 KSNV 09/0	3/12 09/04/12	······································	СМ		MT	:30	4	\$1,000.001	0.00 NM	4	\$4,000.00

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KSNV

Order / Rev:

103575

Advertiser:

Heller, Dean for U.S. Senate

Ait Order #: Flight Dates: 06829900

08/29/12 - 09/04/12

Product Desc:

HELLER FOR SENATE

Estimate:

Ĺn Ch End Inventory Code Start Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount M-F Early News M-F Early News **NEWS** Start Date **End Date** Spots/Week Weekdays Rating Rate 09/09/12 Week: 09/03/12 MT----4 \$1,000.00 0.00 M-F Early News E 14 KSNV 08/29/12 08/31/12 СМ 5-630p --WTF--6 \$1,000.001 0.00 NM 6 \$6,000.00 M-F Early News **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating Week: 08/27/12 09/02/12 --WTF--6 \$1,000.00 0.00 E 15 KSNV 08/29/12 08/31/12 M-F Wheel CM 7-730pm ----F--:30 1 \$1,000,001 0.00 NM \$1,000.00 M-F Wheel of Fortune WHEEL Start Date End Date **Weekdays** Spots/Week Rate Rating --F--09/02/12 Week: 08/27/12 \$1,000.00 0.00 E 16 KSNV 09/03/12 09/04/12 M-F Wheel CM 7-730pm MT----:30 0.00 NM 2 \$1,000.001 2 \$2,000.00 M-F Wheel of Fortune WHEEL Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> MT"----Week: 09/03/12 09/09/12 2 \$1,000.00 0.00 Ch Date Range Description Start/End Time Weekdays **Length** Rate Rtg Type 2 KSNV 09/03/12-09/09/12 M-F Wheel 7-730pm :30<del>(\$1,000.00)</del> 0.00 NM See MG 16.3 [NBC NEWS SPECIAL] 3 KSNV 09/04/12-09/04/12 Wheel of Fortune in PRIME M-SA 8-11p / SUI :30 \$1,000.00 0.00 NM MG for 16.2 09/04 **ITP CHANGE** E 17 KSNV 09/03/12 09/04/12 Face to Face w/ RalstonCM 730-758pm MT----:30 2 \$800,001 0.00 NM \$1,600.00 Face to Face w/ J.Ralston FACE Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 MT----\$800,00 2 0.00 Ch Date Range Description Spot Start/End Time Rate Rtg Type <u>Weekdays</u> <u>Length</u> 730-758pm 2 KSNV 09/03/12-09/09/12 Face to Face w/ Raiston (\$800.00) 0.00 NM :30 See MG 17.3 [NBC NEWS SPECIAL] 3 KSNV 09/04/12-09/04/12 Face to Face in PRIME 8-11pm :30 \$800.00 0.00 NM MG for 17.2 09/04 [TP CHANGE] E 18 KSNV 08/29/12 08/31/12 Face to Face w/ RalstonCM 730-758pm :30 \$800.001 0.00 NM \$800.00 Face to Face w/ J.Ralston FACE Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating ----F--Week: 08/27/12 09/02/12 \$800.00 0.00 08/30/12 08/30/12 M-F News 3 at Eleven E 19 KSNV CM 11pm-1135pm :30 1 \$1,100.001 0.00 NM \$1,100.00 M-F News 3 at Eleven **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating ---T---Week: 08/27/12 09/02/12 \$1,100.00 0.00E 20 KSNV 09/03/12 09/03/12 M-F News 3 at Eleven CM 11pm-1135pm :30 1 \$1,100.001 0.00 NM \$1,100.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$1,100.00 0.00 E21 KSNV 09/01/12 09/02/12 ----SS Sa-Su News 3 at ElevenCM 11pm-1135pm :30 2 \$1,100.001 0.00 NM \$2,200.00 Sa-Su News 3 at Eleven **NEWS** Spots/Week Start Date End Date <u>Weekdays</u> Rate Rating 09/02/12 Week: 08/27/12 \$1,100.00 0.00 09/01/12 09/01/12 E 22 KSNV News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$350,001 0.00 NM \$350.00 News 3 Sunrise SATURDAY

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Order / Rev;

103575

Advertiser;

Heller, Dean for U.S. Senate

Alt Order #:

06829900

Product Desc:

HELLER FOR SENATE

KSNV

Flight Dates:

08/29/12 - 09/04/12

Estimate:

	•								
Ln Ch Start E NEWS	nd Inventory Code Bi	eak Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date End	<u>Date Weekdays Spots/V</u> 02/12S-	<u>/eek Rate</u> 1 \$350.00	Rating 0.00						
E 23 KSNV 09/01/12 09	/02/12 Sa-Su Early News Cl Sa-Su Early News	И 5pm-630pm	SS	:30	2	\$650.001	0.00 NM	2	\$1,300.00
NEWS	Sa-Su Early News								
Start Date End	Date Weekdays Spots/V	leek Rate	Rating						
Week: 08/27/12 09/0	02/12SS	2 \$650.00	0.00						
E 24 KSNV 09/02/12 09	/02/12 Sunday Today Cl Sunday Today	M 7a-8am	S	:30	1	\$625.001	0.00 NM	1	\$625.00
SUN TODAY									
	<u>  Date   Weekdays   Spots/V</u> )2/12	<u>/eek</u> <u>Rate</u> 1 \$625,00	Rating 0.00						
E 25 KSNV 09/02/12 09/			-1200aS	:30	4	\$400.001	0.00.3104	4	<b>#</b> 400 00
E 25 KSINV 09/02/12 09	/02/12 Sports Night in Las Vega@l Sports Night in Las Vegas	•	1200aS	:30	1	\$400.001	0.00 NM	1	\$400.00
SPORTS NIGHT	Oponio Might in Eas Vogas						ł		
Start Date End	Date Weekdays Spots/V	leek Rate	Rating						
Week: 08/27/12 09/0	)2/12S	1 \$400.00	0.00						
N 26 KSNV 08/29/12 08		√l 12-1230pm	W	:30	1	\$425.001	0.00 NM	1	\$425.00
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NEWS Start Date End	Date Weekdays Spots/V	Jook Data	Rating						
	<u>  Date   Weekdays   Spots/V</u> )2/12	<u>/eek Rate</u> 1 \$425.00	0.00						
N 27 KSNV 08/29/12 08			o / SUNWT	:30	2	\$1,000.001	0.00 NM	1	\$1,000.00
	Wheel in Prime				_	<b>4</b> 1/000/00 /	0.00 11111	•	Ψ1,000.00
WHEEL									
	Date Weekdays Spots/V		<u>Rating</u>						
	02/12WT	1 \$1,000.00	0.00						-
N 28 KSNV 08/29/12 08		VI 8-11pm	WT:	:30	2	\$800.001	0.00 NM	2	\$1,600.00
FACE	Face to Face in PRIME								
. ,	I Date Weekdays Spots/V	/eek Rate	Rating						
	)2/12WT	2 \$800.00	0.00						
N 29 KSNV 09/03/12 09	/04/12 M-F Today Show III 4th I&I Today 4th Hour	<b>vl</b> 10am-11an	n MŢ	:30	1	\$325,001	0.00 NM	1	\$325.00
Start Date End	Date Weekdays Spots/V	<u>/eek</u> <u>Rate</u>	Rating						
Week: 09/03/12 09/0	09/12 MT	1 \$325.00	0.00						
							Totals	50	\$36,425.00